

## Retailers Preference towards Various Brands of Shampoo in Sivakasi

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DOI: <http://doi.org/10.38177/ajast.2022.6112>

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Article Received: 29 October 2021

Article Accepted: 31 January 2022

Article Published: 28 February 2022

### ABSTRACT

Shampoos shed a wide role in beauty products. Twenty years back, half over the beauty objects like shampoos were regarded as luxuries. But now, those bear grow to be so necessary piece goods in imitation of the consumers. Everybody wishes after hold a tidy then stunning hair, then that he are the use of shampoos as help to maintain a fair yet healthful hair. Today the shampoo marketplace is very jam-packed or geared up because of labor then consequently numerous businesses are making an attempt in accordance with seize the demand together with their modern-day expertise. Each invention is various via excellence, cost, perfume, volume, wrapping.

This paper aims after recognize touching the Retailer's desire closer to a range of manufacturers of shampoo. The goal about the assignment is according to discipline the factors influencing the choice concerning shampoo products between retailers. For that study, 112 shops had been viewed as sample. The data is collected using a structured questionnaire. Here, the records gathered thru questionnaire was analyzed using equipment existing in SPSS software. They were enquired touching the fast shifting shampoo, focus or preferences concerning shampoo products. For the evaluation purpose, statistical equipment and strategies kind of Chi-Square, Regression yet Weighted Average are used. Many shops were conscious on shampoo products.

Retailers make buy of shampoo products majorly out of the distributors. They are extraordinarily cozy together with their retailers. The speedy shifting shampoo is health center summation into dominance concerning retail access with the SKU's on sachets. Among the retailers, they particularly opt for branded or quickly transferring shampoo in their retail outlet. They are noticeably comfy with the quantity, quality, shipping of manufacture regarding age without somebody damage, advertisement on shampoo accomplish shops to advise the product in imitation of customers, base potential customers, is an added advantage, though the outlets section a excellent kin with the clients yet distributors. Making excellent counsel including educated distributor helps them within after period condition even is bitch between product, namely it offers to them excessive satisfaction.

**Keywords:** Marketing, Retailer, Satisfaction, Customer.

### Introduction of the Study

Marketing is the work on facilitating the change about a addicted commodity because of goods, services, and/or cash to deliver maximum value in conformity with the consumer. Marketing satisfies these desires and needs via both the trade approaches then building long-term relationships. It is the activity, set about institutions, then tactics for creating, communicating, delivering, and replacing offerings as bear cost because customers, clients, companions then society at large. Also covered among the decision are entire concerning the things to do as assist corporations reach theirs target market effectively.

A marketer is an odd anybody who is responsible for growing an involvement band of the purchaser or the product then service supplied by way of the company. This involvement is garnered via maintaining significant shares of fit-out because of provide and true marketing the production after call huge sales. He is accountable because of assignment including lousy advertising judgment in conformity with enhance unique marketing campaign thoughts in conformity with want a company's products, features or universal company identity.

Marketing has a long culture on stressing the appreciation concerning suppliers inhabited shut in imitation of their customers. How producers and producers do stay close in conformity with theirs customers and effect price for to them has been extensively researched between association in conformity with end-users yet in accordance with manufacturing customers. A retailer is a character or commercial enterprise that ye purchase goods from. Retailers

typically don't procreation their personal items. They buy accessories beside a producer and a wholesaler then sell it stuff in conformity with shoppers among baby quantities. The retail industry secures the fifth role so an industry or is the 2d biggest agency afterwards agriculture, supplying clean yet exciting action possibilities among India. Retail enterprise is undergoing speedy changing among its advertising and marketing practices.

In the final few years, however, the thought about massive departmental stores yet department stores has occur up, who also furnish the identical products. An expand in income degrees and the want because modern merchandise yet services, a rise into standard over living, competition among the need or growing blasting patterns concerning clients hold contributed after the call because of advent about it type regarding stores

### **Statement of the Problem**

- (1) Variety of environment highly motivates and influence the people to prefer a particular shampoo brand.
- (2) It is highly important for the retailers to know the brand preference in his retail outlet and to know the buying pattern of consumers.
- (3) So, this study is taken to understand the overall opinion of retailers on the brand preference of shampoo.

### **Objective of the Study**

- (1) To find out the retailers preference and aspects on purchase of shampoo among various brands.
- (2) To find out the retailers satisfaction towards purchase of shampoo.
- (3) To find out the relationship between the distributor and retailer.

### **Scope of the Study**

- (1) It helps the retailers to know about their consumer taste and preferences.
- (2) For gaining more consumers, it helps retailers to identify their needs.
- (3) It is also helpful for students who is doing research in related area.
- (4) This study will show the various factors influencing the purchase of shampoo.

### **Research Methodology**

This section discusses the method and procedure to collect the data in order to achieve the aims and objectives of this study. The topic to be discussed in this chapter includes research design and instruments, data collection methods, sampling design and analysis tools.

### **Research Design**

Descriptive research is used in the study to analyze the retailers preference towards various brands of shampoo.

The data collected for this research is purely based on primary and secondary sources.

### **Nature of Data**

Primary data and Secondary data are used in this research.

## **Sources of Data**

### ***Primary Data***

The information is required for this research is collected from retailers through questionnaire.

### ***Secondary Data***

Secondary data is collected from company reports, periodicals, journals, magazines and websites.

### ***Method of data collection***

Primary data was collected by Direct Survey Method using the structured questionnaire from the retailers.

Secondary data were collected from the company records, reports, newspapers, files, magazines, periodicals, and websites.

### ***Data Collection Instrument***

A well structured questionnaire has been designed to collect the data from retailers.

### ***Population Size***

The population size for the study is unknown.

### ***Sample Size***

The sample size of the study is 112.

### ***Sample Method***

The sampling method used is convenience sampling.

### ***Sampling Period***

Sampling period is from 10.09.21 to 03.10.21

### ***Tools used for Analysis***

Data collected through questionnaire was analyzed using tools present in SPSS software.

*The tools that are used for this study are*

### ***Regression***

### **Analysis of Variables Using Regression**

Regression test is used to show the association between preference and other related factors of the respondents.

### ***Variables***

The dependent variable is Overall satisfaction level of retailer towards the preference of shampoo.

The independent variable are product, price, place, promotion.

### Relationship between quality as a factor of product and overall satisfaction of retailers towards the shampoo

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.157 <sup>a</sup>	.025	.016	.607	.025	6.790	1

Model 1	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1. (Constant)	3.205	.500		6.405	.000
The quality shampoo is consistent	.189	.113	.157	1.670	.008

#### *Inference:*

In this analysis the regression result is:

$$Y = -0.189X + 3.205$$

Where, X= The quality of the shampoo is consistent,

Y= Overall satisfaction level of retailers towards preference of shampoo.

Observing the above tables, it is evident that the value of the hypothesis is 0.008 which is less than 0.05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. (F = 6.790). It is found that there is no significant relationship between the independent variable (The quality of the shampoo is consistent) and the dependent variable (Overall satisfaction level of retailers shampoo). Therefore, quality as a factor have an impact on the satisfaction of retailers towards shampoo.

### Relationship between reasonable price as a factor of price and overall satisfaction of retailers towards the shampoo

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.077 <sup>a</sup>	.006	-.003	.612	.006	10.669	1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.704	.410	.077	0.039	.000
Price of the shampoo is in reasonable price	.079	.096		.818	.015

### ***Inference:***

In this analysis the regression result is:

$$Y = -0.079X + 3.704$$

Where, X= Price of the shampoo is in reasonable price,

Y= Overall satisfaction level of retailers towards the preference of shampoo.

Observing the above tables, it is evident that the value of the hypothesis is 0.015 which is less than 0.05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. (F = 10.669). It is found that there is no significant relationship between the independent variable (Price of the shampoo is in reasonable price) and the dependent variable (Overall satisfaction level of retailers shampoo). Therefore, reasonable price of shampoo as a factor have an impact on the satisfaction of retailers towards shampoo.

### **Relationship between delivery on time as a factor of place and overall satisfaction of retailers towards the shampoo**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.240 <sup>a</sup>	.057	.049	.596	.057	6.765	1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.055	.381	.240	8.018	.000
Delivery of product on time	.226	.087		2.601	.011

**Inference:**

In this analysis the regression result is:

$$Y = -0.226X + 3.055$$

Where, X= The Delivery of product on time,

Y= Overall satisfaction level of retailers towards the preference of shampoo.

Observing the above tables, it is evident that the value of the hypothesis is 0.011 which is lesser than 0.05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. ( $F = 6.765$ ). It is found that there is significant relationship between the independent variable (Delivery of product on time) and the dependent variable (Overall satisfaction level of retailers shampoo). Therefore, delivering of product at time as a factor has impact on satisfaction of retailers shampooon purchase of shampoo.

**Relationship between delivery of correct quantity as a factor of place and overall satisfaction of retailers towards the shampoo**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.295 <sup>a</sup>	.087	.079	.587	.087	10.567	1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.799	.384	.295	7.281	.000
Delivery of correct quantity of product	.286	.088		3.251	.002

**Inference:**

In this analysis the regression result is:

$$Y = -0.286X + 2.799$$

Where, X= Delivery of correct quantity of product,

Y= Overall satisfaction level of retailers towards the preference of shampoo. Observing the above tables, it is evident that the value of the hypothesis is 0.002 which is lesser than 0.05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. ( $F = 10.567$ ). It is found that there is significant relationship between the independent variable (Delivery of correct quantity of product) and the dependent variable (Overall satisfaction

level of retailers shampoo). Therefore, delivering of correct quantity as a factor has impact on satisfaction of retailers shampoo on purchase of shampoo.

**Relationship between appropriate advertisement as a factor of promotion and overall satisfaction of retailers towards the shampoo**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.242 <sup>a</sup>	.059	.050	.596	.059	6.933	1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.203	.321	.242	9.979	.000
Provide appropriate advertisement	.193	.073		2.633	.010

**Inference:**

In this analysis the regression result is:

$$Y = -0.193X + 3.203$$

Where, X= Provide appropriate advertisement,

Y= Overall satisfaction level of retailers towards the preference of shampoo. Observing the above tables, it is evident that the value of the hypothesis is 0.010 which is lesser than 0.05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. (F = 6.933). It is found that there is significant relationship between the independent variable (Provide appropriate advertisement) and the dependent variable (Overall satisfaction level of retailers shampoo). Therefore, providing appropriate advertisement as a factor has impact on satisfaction of retailers shampoo on purchase of shampoo.

**Relationship between recommendation of shampoo as a factor of promotion and overall satisfaction of retailers towards the shampoo**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.187 <sup>a</sup>	.035	.026	.603	.035	4.022	1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.629	.211	.187	17.228	.000
Recommending to mycustomer	.114	.057		2.006	.047

### ***Inference:***

In this analysis the regression result is:

$$Y = -0.114X + 3.629$$

Where, X= Recommending to my customer,

Y= Overall satisfaction level of retailers towards the preference of shampoo.

Observing the above tables, it is evident that the value of the hypothesis is 0.047 which is lesser than 0.05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. ( $F = 4.022$ ). It is found that there is significant relationship between the independent variable (Recommending to my customer) and the dependent variable (Overall satisfaction level of retailers shampoo). Therefore, recommending shampoo to customer as a factor has impact on satisfaction of retailers shampoo on purchase of shampoo.

### **Relationship between potential customers as a factor and overall satisfaction of retailers towards the shampoo**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.217 <sup>a</sup>	.047	.039	.599	.047	5.511	1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.489	.240	.217	14.550	.000
Having potential customers	.139	.059		2.348	.021



***Inference:***

In this analysis the regression result is:

$$Y = -0.139X + 3.489$$

Where, X= Having Potential customers,

Y= Overall satisfaction level of retailers towards the preference of shampoo.

Observing the above tables, it is evident that the value of the hypothesis is 0.021 which is lesser than 0.05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. ( $F = 5.511$ ). It is found that there is significant relationship between the independent variable (Having Potential customers) and the dependent variable (Overall satisfaction level of retailers shampoo). Therefore, having potential customers as a factor has impact on satisfaction of retailers shampoo on purchase of shampoo.

**Relationship between good relationship with distributors and consumers as a factor and overall satisfaction of retailers towards the shampoo**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square change	F Change	df1
1	.297 <sup>a</sup>	.088	.080	.586	.088	10.712	1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.002	.321		9.365	.000
Good relationship with distributors and consumers	.252	.077	.297	3.273	.001

***Inference:***

In this analysis the regression result is:

$$Y = -0.252X + 3.002$$

Where, X= Good relationship with distributors and consumers,

Y= Overall satisfaction level of retailers towards the preference of shampoo.

Observing the above tables, it is evident that the value of the hypothesis is 0.001 which is lesser than 0.05. So, the null hypothesis is rejected and the alternate hypothesis is accepted. ( $F = 10.712$ ). It is found that there is significant

relationship between the independent variable (Good relationship with distributors and consumers) and the dependent variable (Overall satisfaction level of retailers shampoo).

Therefore, Good relationship with distributors and consumers as a factor has impact on satisfaction of retailers shampoo on purchase of shampoo.

## **Findings**

### ***(i) To find out the retailers preference and aspects on purchase of shampoo among various brands***

- Retailer used to prefer more branded and fast moving shampoos in their retail outlet during the time of purchase.
- The factors that retailer prefer more from shampoo is good quality from product, reasonable price from price, delivery of product on time from place.

### ***(ii) To find out the retailers satisfaction towards purchase of shampoo***

The most important factor which gives satisfaction for retailer on purchase of shampoos are:

- The quality of the shampoo is consistent.
- Price of the shampoo is in reasonable price.
- Delivery of product in correct time with the right quantity.
- Appropriate advertisement encourages customers to buy the product.
- Establishing good relationship with customers and distributors.
- Maintaining good support with the expert supplier are considered to be more important factors.

### ***(iii) To find out the relationship between the distributor and retailer***

- Majority of the retailers are satisfied with the distributors though they share good communication and relationship with him and making good contact with knowledgeable distributor which helps them in future period if there is complain in product

## **Suggestions**

(1) This study suggests that retailers must understand the factors influencing the demand for various brands of shampoo and to formulate marketing strategies accordingly.

(2) Findings suggest that the retailers must segment their market cautiously and frame their marketing plan and strategy to convince the potential consumers about its benefits.

(3) This study suggests that the retailers must prefer mostly more on quantity and the price, variety and packaging of the various brands of shampoo in order to become more successful in market.

## **Limitations**

(1) This study highly focuses only on retailers opinion on brand preference.

- (2) The location of the study is limited to Sivakasi alone.
- (3) This study is based only on the Brand Preference of the shampoo.

## Conclusions

The results of the study revealed that the quality, reasonable price, delivery of product was on time and the delivery of correct quantity was good. Good advertisement has encouraged the buyer to buy the product. The retailers had good relationship with customers and distributors also. This study also highlights that the retailer prefer branded and fast moving shampoos in retail outlets.

## Declarations

### *Source of Funding*

*This research did not receive any grant from funding agencies in the public, commercial, or not-for-profit sectors.*

### *Competing Interests Statement*

*The authors declare no competing financial, professional and personal interests.*

### *Consent for publication*

*Authors declare that they consented for the publication of this research work.*

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